

Ben Sherman doubles conversion rate with FUSN re-platform



Brand History

Ben Sherman was a legend in his own right. A man described as 'always embracing the new and the different'; someone constantly searching for the best of things. He disliked regularity, preferring to search out things that were perceived as unavailable to him. The Ben Sherman shirt and brand have been adopted by almost every youth culture or style movement of the last 5 decades.

Project Detail

In 2016, The Baird Group purchased the Ben Sherman license for selling and distributing the brand in the UK. Immediately, Remarkable.net were asked to develop a FUSN platform for the brand, migrating away from their previous Magento platform, BenSherman.co.uk successfully relaunched in April 2016, going on to drive year-on-year traffic and revenue growth. Following this success, Ben Sherman asked Remarkable.net to develop and relaunch their German site.



Performance

Within days of relaunching BenSherman.de, traffic growth across all channels began and ROI was realised within weeks of project delivery.

+109%
Conversion
Rate

40%
Web
Traffic

[Visit BenSherman.de](https://www.bensherman.de) ►

FUSN

COMMERCE PLATFORM

Book a demo

✉ contact@remarkable.net

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FUSN is a tailor-made, cutting-edge Commerce platform which enables retailers to achieve serious growth. Developed by Nottingham-based SaaS agency *Remarkable.net*

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